



Las Vegas Veterans Day Parade

Sponsored by Fred S. Pennington VFW Post 1753
2540 S. Maryland Parkway, PMB 114, Las Vegas, NV 89109
voice 800-959-5803 fax 866-332-3874



Mark E. Young, Chairman; Frank Zahrt Co-Chair; Rich Shuman, Treasurer; Dave Danitz, Secretary

July 25, 2006

Dr. Douglas Selby, City Manager
City of Las Vegas
400 Stewart Street
Las Vegas, NV 89101

Dear Dr. Selby:

On behalf of the 250,000 Veterans that reside in the southern Nevada region, I want to thank you and the City of Las Vegas for your support for the 2005 Las Vegas Veterans Day Parade. Last year's parade was a huge success, drawing nearly 3,000 participants and 20,000 spectators. Besides providing a great parade for Las Vegas, and a wonderful tribute for our Veterans, we were pleased that nearly 20% of the 350 Vietnam Veterans who marched in the special Welcome Home unit last year came from outside Nevada – some coming from as far as Hawaii, Connecticut, West Virginia, Florida, Minnesota, Texas and several other states, to join their military buddies in the parade.

Now, we are planning for the 2006 Parade, which will honor Flight Veterans of all eras with the theme History of Military Flight. We again anticipate that more than 15 local veterans organizations, and more than a dozen ROTC groups from local high schools will participate. Of course the parade will be on Veterans Day, at 10 a.m.

Last year, Aviation Nation paid for a professional parade organizer to assist us with the parade and we were pleased at the operational changes she instituted. With her 15 years of parade experience guiding us, the parade stepped off right on time, ended in just one hour and 50 minutes, and, we are told, presented no major problems to neighbors on the staging streets or parade route. Parade participants were well informed and enjoyed their participation. She developed a volunteer system, which brought us volunteers from a local Rotary club who this year are recommending the project to other clubs in the region because they enjoyed feeling successful in their volunteer jobs.

Seeing the progress that event experience can bring, we have hired her to return this year and continue to develop our parade volunteer systems, procedures, and processes. She is also working to launch a Sponsorship program for us. She has warned us, however, that solid, renewable Sponsorships often take a couple of years to reach an optimum level.

With the help of our new organizer, we are focusing more professionally on revenue sources. We will generate earned income of \$4,000-\$4,500 in parade entry fees (\$20 for Veterans, and \$100-\$500 for commercial businesses) and t-shirt sales. We have received word that we will again be awarded a \$10,000 grant from Clark County. Already we have Boyd Gaming, US Airways, and Sir Speedy Printing secured as sponsors and our coordinator has approached other local and regional businesses as she has been able to identify appropriate contacts. We await word now on four major cash Sponsorship proposals, and we have begun mailing fund-raising requests to our own business contacts.

If we cannot meet the full \$61,000 budget we project, we will have to cut back, or eliminate, our marketing and advertising, which will reduce the value of Sponsorships. We don't want to do that.

At this time, we request a grant from the City of Las Vegas in the amount of \$25,000.



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This grant of \$25,000 would cover

- City Services provided by Metro, Leisure Services, and Public Works
- Costs for Barricades, Portolets, and Street Sweeping
- Anticipated cost increases over last year due to increased fuel costs, city labor-contract cost increases, and normal cost-of-living advances
- Cost of 1/2 of our \$6,000 marketing and advertising budget to be sure we are able to provide the recognition so vital to renewing top dollar Sponsors. (In the long run, we would expect to cover these marketing costs with additional sponsorships, but initiating a renewable Sponsorship program is slow work when it is done correctly.)

Of course, we realize the city may not be able to fully fund this request. Please understand that your funding of City Services, and City-required outside services – such as barricades, sanitation and cleaning – are vital to our existence on even a limited level.

Last year, after our grant approval, and at the City's request, we added bike-rack style barricades for crowd control. While these were very helpful, they added over \$4,000 to parade costs and would have turned our end-of-event financials upside down, had not the City absorbed the extra cost. For 2006, we have agreed we need fewer of the bike rack style barricades, so we are able to reduce the total cost for them a bit. This year's request will help us all not have budgetary surprises post-parade.

Assisting with our advertising costs this year will help us grow the parade into a more financially self-sufficient event into the future.

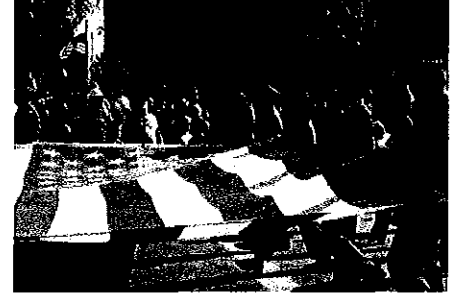
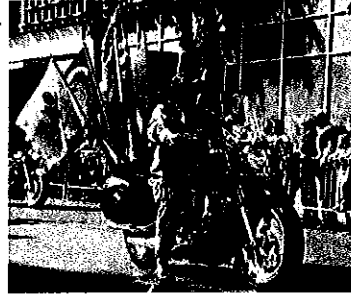
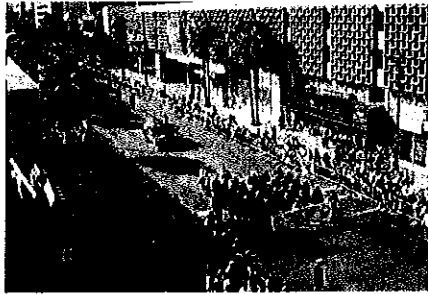
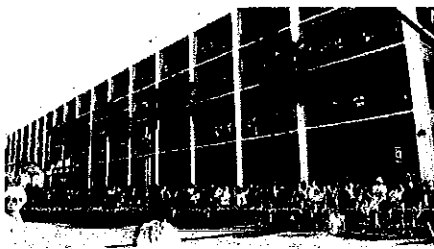
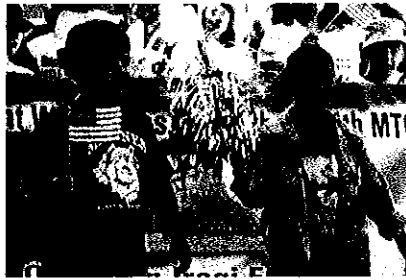
If you have any questions, please give us a call.

Thank you very much for considering this request and for your support over the years.

Yours truly,

Mark E. Young, Chairman
702-683-9070

Toni Bodenhamer, Parade Coordinator
800-959-5803



Las Vegas Veterans Parade Fact Sheet

Annually for the last 35 years, Las Vegas has thanked the 250,000 veterans who live in Southern Nevada with a two-hour, 100-unit Veterans Parade in Downtown Las Vegas.

In 2005

- Nearly **3,000** participated in the parade units representing more than **15 Veterans organizations** from throughout the Southern Nevada region.
- **Fourteen local high schools** brought ROTC groups to march in the parade.
- Veterans from all eras are **represented -- from World War II to Veterans just home from Iraq.**
- Local veterans support organizations and other groups also march in support of our veterans.
- Mayor Oscar Goodman lead the parade as Honorary Grand Marshal and stayed at end of the parade to shake hands with the veterans as they complete their turn on the parade route.
- Approximately **20,000 spectators** crowded the route to wave and shout their thanks to the Veterans.
- **Cox Channel One broadcast the parade live.**

The Las Vegas Veterans Day Parade is a production of the Fred S. Pennington Post of the Veterans of Foreign Wars Post 1753. The Parade Committee is entirely self-funded, raising all funds needed for the parade.

The cost to run the parade is \$61,000, all of which must be raised by the Las Vegas Veterans Day Parade Committee. The City and County each contribute some, but the Committee must cover \$26,000 of the budget with parade fees, fund-raisers, donations and in-kind contributions for all their needs. Sponsorship recognition is offered in exchange for cash donations and in-kind contributions of budget relieving goods and services.

For information contact parade coordinator Toni Bodenhamer at 800-959-5803.